Carnival at Nice Enjoyed by Americans on the Riviera

Mr. Louis Jacques Balsan and Mrs. Balsan, Who Was the Duchess of Marlborough, Mrs. O. H. P. Belmont and Mrs. Raymond T. Baker Among Sojourners.

By MAY BIRKHEAD.

Special Correspondence to THE NEW YORK HERAL

MONTE CARLO, Feb. 22. THE entrance of Old King Carnival into Nice, and the steamships of the Cunard and White Star lines from New York landing several hundred passengers each week in Monte Carlo, to say nothing of the arrival in the harbor of Villefranche of the United States steamship Utah, the flagship of Vice-Admiral Albert P. Niblack, commanding the American fleet in European waters, and the Queen Elizabeth, flagship of Admiral Sir Charles Madden, commander in chief of the British Atlantic fleet, have done much recently to enliven the Riviera season. And King Carnival XLIV. may well feel satisfied with the way in which his reign

It was thought in January that there would be few Americans, and as the French are spending little money and the Russian nobility no longer is a factor in making the Riviera the most luxurious playground in the world, surely the season would be dull, but all has changed only within the last week. Belated Americans are arriving from both Paris and New York to enjoy the carnival, and the very height of the season is rapidly being reached.

Lillian Russell and her husband, Mr. Alexander P. Moore, are among those who have joined the band of old timers. They will be here for a week on their way to Rome. They were noticed at Nice on the opening night of the carnival giving a big dinner party at the Casino. Marie Dressler is still here and often helps in the fun making at the dinner dances at Ciro's or O'Reste's in an informal way. She has been requested to give a Marie Dressler night at O'Reste's, which is one of the new

Mr. and Mrs. Dudley Field Malone are here for the season at the Hotel de Paris. Others who have arrived recently and are often seen at Ciro's or at the Sporting Club are Mrs. Theodore G. King and her daughter, Miss Gwendelyn King, who resided in Paris before the war and have lived in New York for the last seven years. They are on their way to Rome for the month of March and will reach Paris in May for the racing season. Mrs. John Black is here for a fortnight before going to San Remo for a short visit and then on to tour Italy.

Mrs. Baker Among Automobilists. popular restaurants of Monte Carlo.

Mrs. Baker Among Automobilists.

Mrs. Raymond Baker, her baby daughter, Gloria Baker, and her two sons, Alfred G. and George Vanderbilt, who arrived in France in January, are passing the season on the Riviera and are often seen motoring between Monte Carlo and Cannes.

Mr. Louis Jacques Balsan and Mrs. Balsan, who was the Duchess of Marlborough (Consuela Vanderbilt), are often seen dining at Ciro's. She has every appearance of being exceedingly happy and looks at least ten years younger than she did before her marriage. In addition to the beautiful villa which they are building near Monte Carlo, they have recently purchased the old Chateau of Eze, which is the adjoining property, and expect

Monte Carlo, they have recently purchased the old Chateau of Eze, which is the adjoining property, and expect to remodel it. Her mother, Mrs. Oliver H. P. Belmont, has a villa near the Balsan property, and has as her guests for the season Mr. and Mrs. Others who were noticed at Ciro's last night were Mr. and Mrs. Thomas B. Felder entertaining Mr. John Leischmann, the former American Ambassador to Berlin: Col. and Mrs. Francis E. Drake, Mr. William Payne and Mrs. John Black, Mr. and Mrs. Spencer Eddy, Capt. Chauncey and Mme. Ephrussi; Miss Martha Burke, Miss Mae Foster, Mr. and Mrs. Harvey Phillips, Mr. and Mrs. Fred Marcelin and Mrs. Terrian (Bessie Stokes), who formerly was Mrs. Jules Vatable. Mrs. Huntington Wilson, who arrived last week on her way to Italy, also was with a party.

Mrs. Sam Goldenberg, who entertains extensively among the Americans, gave a tea and dance at O'Reste's yesterday, when her guests included Mrs. Gris-Mrs. Advanced in the Mrs. Sarah Bernhardt supprised her Mrs. Sarah Bernhardt supprised

when her guests included Mrs. Griswhen her guests included Mrs. Gris-wold Gray, Mr. and Mrs. Florence Fox, Mr. and Mrs. Fred Marcelin, Col. and Mrs. Francis Drake, Miss Cornelia ner. She expressed a desire to see the

when her guests included Mrs. Frience Pox. Mr. wold Gray, Mr. and Mrs. Freed Marcelin, Col. and Mrs. Frencis Drake, Mjas Cornelia O'Connor, Miss Marguerite Brown, Mr. Leischmann, Capt. Chauncey and Mr. Albert Sondime.

Mrs. William Couch Stuart artives.
Mrs. William Couch Stuart and her daughter, Miss Buth Stuart, are among the recent artivals, and others who have been seen motoring are Mrs. William Stewart Tard, who has a villa here; Mr. Alexander Legare of Washington, D. C.; Mrs. Sherwood Aldried inston, D. C.; Mrs. Sherwood Aldried inston, D. C.; Mrs. Sherwood Aldried New York, who is staying at Cannes; Dr. and Mrs. Louis Borach, Mr. and Mrs. William Martin of New York, who is staying at Cannes; Dr. and Mrs. Liuliam Martin of New York, who is staying at Cannes; Dr. and Mrs. Liuliam Martin of New York, who is Juliam Martin of New York, who is a far the Hermitage. Mrs. Charles Wright is also at the Hermitage, and often entertains at bridge, which is a rare treat in Monte Carlo, for the majority of the Americans make, and the Hermitage which is a rare treat in Monte Carlo, of the majority of the Americans make, and the December of the State of Monte Carlo, where so many important stage, and often entertains at bridge, which is a rare treat in Monte Carlo, of the month of the programmes as Mme. Walska, but no one knew her to be Mrs. Cochran, whose divorce case is now pending, on the operation stage of Monte Carlo, where so many important stage, and of the majority of the Americans friends here last week. Her name had been noticed on the programmes as Mme. Walska, but no one knew her to be Mrs. Cochran, whose divorce case is now pending, on the programmes as Mme. Walska who have been passing some the programmes as Mme. Walska will have been collected by Charles Gounce and Bridsh and the British shy was centrely unpretentious as far avoice was concerned, there was no chance of

Fulton Street

Bond Street



Livingston St. Elm Place

Special New Frocks at \$49.75



Unusually Smart and Good

A H, HERE'S MY NEW FROCK," you will say when you look at these beauties at \$49.75, for we do not know when we have seen so many lovely things at such moderate prices as these altogether elegant garments in Canton crepe, Georgette, crepe de Chine and other silks that are wanted.

Their high colored embroideries and beads are only a fraction of the temptation. Their little frills and bits of laces, their fullness in the correct place, their great variety, not to speak of the fact that there is a frock for every hour of the day in the lot, make this offering doubly desirable coming so soon before Easter.

"Puppy Skin" Silk Taffetas Copy Higher Priced Frocks at \$29.75

Also Canton crepes in the lot. Five styles at least and a fair size range. These are good frocks for business women for they are conservatively designed and of superior quality.

\$6 to \$8 "India" Umbrellas, \$4.98 Women's Silk Umbrellas: Unparalleled Value

N UMBRELLA that will resist brisk March winds and protect you from spring showers is the "India," known as the "Little Umbrella with the Big Spread." Every Umbrella is made on a standard "India" frame and is covered with all silk taffeta in these colors:

Navy Blue, Purple, Green, Brown, Garnet, Taupe, Black

The value offered at \$4.98 is most extraordinary and in some instances the handle is worth the price of the entire Umbrella. There are full length bakalite handles and hardwood trimmed with bakelite; fitted with rings, silk cord loops and leather side straps.

\$125

Payments Anything You Say! The Irresistible Offer Loeser's Names for These Artistic Victrola Consoles

N ALL OUR EXPERIENCE we have never seen the Victrola in such artistic guise.

And added to its beauty is a price that should make these lovely in-struments irresistible to anyone with a longing for music and an eye for charming things.

At \$125, and the terms so generous, little wonder that musichungry people are seizing upon the

Into this rich, decorative, useful bit of furniture has been built complete Victor Victrola mechanism.

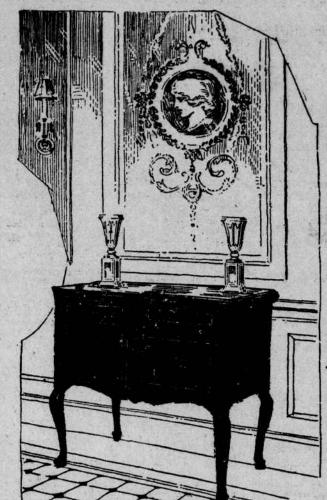
It is a genuine Victor instrument you are getting. The rich, full, sweet Victrola tone and silently spinning motor are within this exquisite cabinet-true worth artistically presented, like a diamond set

The case work, including the back, is satin finished walnut or mahogany veneer—the five-ply quality veneer like that used in the most expensive upright pianos.

After one discovers what such a Console Table alone, without Vic-trola mechanism, would cost one begins to see why this offering is interesting so many.

Payments may be anything you care to make them. Our only stipulation is that purchasers simply hold to reason.

Come and see for yourself what an opportunity this is.



Showing Men How Well Shirt Buying Can Be Done at Loeser's

OESER'S has long been a leading center for Shirt buying; but just now there are a number of special groups that underscore tomorrow and the coming week as a time of unusual Shirt buying

At \$1.50—Woven Madrases and Fine Repps Qualities much better than is usual at this price.

At \$1.85—The Famous "Blackstone" Shirts One of the best \$2.50 and \$3 Shirts on the market.

At \$2.95—Shirts of Imported English Flannels Beautiful wool flannels in smart stripes. Good \$5 value.

At \$4.80-Fiber Silk Shirts, Extra Fine Quality A grade far superior to what this price usually buys.

At \$6.50—Silk Broadcloth Shirts, Extra Value Choice of all-white and a lot of rich stripings.

Pajamas and Nightshirts Featured, Too

Pajamas at \$1.50

Soft Finish Percales in Pretty Stripes Soft Finish Percales in Plain Colors Soft Finish Cambric in Plain White

These are a trio whose equal no one can be sure of finding any time or any day. They are cut with generous thought to proportions and as well finished. Low neck. Big, strong pearl buttons and heavy fiber silk loops.

Pajamas at \$3.50

White basket weave cheviot Pajamas, as good a quality as anything it is usual to find at \$5. Splendidly finished.

Nightshirts at \$1

The same good quality, the same big sizes that we used to sell five years ago at this price. But unusual today!

Nightshirts, \$1.50

"Hotel size" they are called, because they are 60 inches long and as generously big of body. Sizes 15 to 20.

\$2.50 Crochet Bedspreads, \$1.69

In a Very Desirable Weight

HE FACT that the majority of women favor just this style and weight of Bedspread for general spring and summer use adds interest to the special price. Plain hemmed Bedspreads; size 74x84.

Marseilles Bedspread Sets

Satin-finished Marseilles Bedspread Sets, Bolster Roll and Spread to match; three-quarter and full sizes:
\$9 instead of \$10.50
\$12.50 instead of \$14

New spring styles in printed muslin and crinkle dimity Bedspreads

New spring stytes in part of the spring stytes in the spring styte in the spring style in th

Odd Lots of All Wool Plaid Blankets All wool warp and filling in a variety of plaid effects; some with ribbon binding; others with satin binding: 70x80 Blankets, regularly \$13.50, at \$10.75 70x80 Blankets, regularly \$16.50, at \$13.50 72x84 Blankets, regularly \$19.50, at \$16.50

\$8 to \$12.75 Comfortables, \$5.95 to \$11.50

Wool fillings, covered with figured sateen, both sides alike; plain sateen Leeser's-Third Floor.

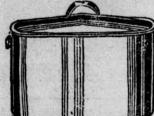
Underpriced Housewares Of Which the Economizing Home Manager

Will Be Quick to Take Full Advantage



Garbage Cans Are Cheaper And they are substantial Garbage Cans, built of galvanized steel. The famous Universal make at smart reductions from the everyday prices:

Wash Boiler Savings Mount Up



These are the well-known copper-bottomed Kreamer Wash Boilers of charcoal plate tin, durable and heavy, and as bright and shining as silver.

\$3.69 size, No. 6, at......\$3.25

Ash Cans---Built to Last Well



\$1.69

The No. 8 size extra heavy galvanized steel Ash Cans with corrugated sides and 114inch steel banded top and bottom. The bottoms are also reinforced by two iron strips. Riveted drop

Whisk Brooms The sort that won't

easily break off, because the corn is supple and bends instead of breaks. Double sewed: nickel-plated cap and ring. 25c

4-piece Canister Sets, 98c

White enamel finish, gold letters. Good heavy tin and well fitting covers. A splendid value at 98c the set. Bathroom Towel Bars

White Stools

Now Is the Time to Buy Your Wizard Helps-Mops, Polishes

75c 16-oz. bottles at

Loeser's is Brooklyn headquarters for everything bearing the famous Wizard name. And the Housewares Sale is offering great opportunities to save on all you will need in house cleaning time. Get your supplies now.

Floor Wax	Wall Dusters
85c 1-pint cans 68c \$1.50 1-quart cans \$1.20	\$1.50 size at
	Polishes
30c 4-ounce bottle	\$2 \(\frac{1}{2}\)-gallon can
\$1.25 1-qu	art can, \$1
Floor Wax Free with	Parquet Floor Waxer

\$4 Floor Waxer, with 1-pint can Wax free; sale price............\$3.20 Polish Mops Handle Dusters Dust Cloths Dust Mops

Rugs Direct from Sultanabad, Persia Or Prices Could not Be What They Are!

Irans and Bijars in gorgeous colorings. Kurdistans, weird and unusual. Mosouls, lovely as fine velvet. Dozzars, so very Oriental. Hamadans and Lilihans, rich and curious. And Mahals that will make a veritable picture of any floor. Such is the purchase that has been riveting attention on Loeser's during the past few days. Think of a room-size Rug like a Mahal costing no more than today's lowest market price of the best Wiltons!

Smaller Oriental Rugs

Widths 3.6 to 4.6; Lengths 4.6 to 12 Ft.

\$29.50 to \$56.50 These prices are little if any more than half today's lowest

regular prices. The assortment comprises Iran, Kurdistan, Bijar, Mosoul, Dozzar, Lilihan and Hamadan weaves. Both antique and modern pieces are included.

Persian Mahal Carpets

7.6 x 10.6 to 9 x 12 Feet At \$139 and \$159

Rugs luxuriously thick-piled and represented in a riot of typically rich Oriental colorings. These prices are not much more than the finer room-size Wilton Rugs are marked right now in our new spring stock.

Chinese Rugs Offer Big Opportunities, Too

Size 8 x 10 Feet \$325, reduced to \$159 \$490, reduced to \$255 \$310, reduced to \$159 \$395, reduced to \$245 \$365, reduced to \$245 \$375, reduced to \$185 \$375, reduced to \$265 \$275, reduced to \$159 \$385, reduced to \$275 \$385, reduced to \$265 \$3275, reduced to \$169 \$465, reduced to \$235 Locser's-Third Floor.

Indestructible Pearl Bead Necklaces

With White Gold Clasps

24 Inch, Regularly \$5.95, at \$5.50

28 Inch, Regularly \$6.95, at \$5.95

SPRING SOUNDS a decisive note for these pretty Neck-laces, and these two groups are wonderful values for the The Beads are of excellent qualities with the soft, white satin luster, in graduated style. Each Necklace is finished with white gold clasp with safety connection.

Loeser's-Main Floor. Novelty Jewelry Store.

All Wool Mixtures, \$1.95 Yard

54 Inches Wide

POR SPORTS SUITS AND CAPES, yards and yards of wool mixtures are being chosen every day. The woman who is planning for spring sewing at home will be delighted with the good value these mixtures offer. Medium and light colorings; 54 inches wide.

Wool Mixtures in 11/4 to 4 Yard Lengths Special at \$1.25 and \$1.45 a Yard

54 inches wide, in an assortment of colorings.